

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY PARIS

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FOR COMAFF

E.O. 11652:

TAGS: BEXP, FR

SUBJECT: PROPOSED FY '76 PROGRAM - FRANCE

REF: PARIS 7425 3/26/74

REF. COMAFF RECOMMENDATION TO PARTICIPATE IN FY '76 TRADE FAIRS, COMMERCE RATES COMPOSANTS '76 AS FIRST CHOICE. SEPARATE CABLE TO FOLLOW COVERING COMPLETE FY '76 PROGRAM. WHILE COMMERCE TEAM STILL IN PARIS WORKING ON WRAP-UP OF COMPOSANTS '74, COMAFF IS ASKED TO REVIEW FOLLOWING SUGGESTIONS RELATIVE TO RETURNING TO COMPOSANTS '76.

1. COMMERCE PROPOSED TO SCHEDULE COMPOSANTS '76 AS FULL TYPE I FAIR WITH 50 EXHIBIT BOOTHS. EXHIBIT WOULD INCLUDE TWO PRODUCT CATEGORIES: 25 ELECTRONIC COMPONENTS FIRMS PLUS 25 FIRMS WITH TEST AND MEASUREMENT INSTRUMENTATION FOR ELECTONICS INDUSTRY.

2. WAS PRESENT EXHIBIT SITE AN IDEAL LOCATION RELATIVE TO
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PRODUCT CONTENT AND RELATIVE TO CUSTOMER TRAFFIC FLOW, WAS IT

ON A MAIN AISLE READILY ACCESSIBLE AND COULD KEY PROSPECTS
OR BLUE RIBBON CUSTOMERS FIND EXHIBIT WITH NO DIFFICULTY?
ASSUMING COMPOSANTS '76 WILL CONSIST OF ABOVE TWO
PRODUCT CATEGORIES, WHERE WOULD IDEAL SITE BE LOCATED?

3. WOULD FAIR AUTHORITIES PERMIT COMMERCE MOUNT TWO ISLAND
EXHIBITS FEATURING TWO PRODUCT CATEGORIES WITH ISLANDS
LOCATED IN TANDEM OR MUST ISLANDS BE LOCATED OPPOSITE
SIDES OF BUILDING?

4. CONSIDERING FACT THAT ORIGINAL PLANS AND BOOTH CON-
STRUCTION DETAILS PROVIDED BY FAIR AUTHORITIES WERE NOT
ACCURATE AND THE D.O. HAD TO NEGOTIATE CHANGE ORDERS WITH
GLAHE, SHOULD SPACE OPTION FOR COMPOSANTS '76 BE NEGOTIATED
NOW TO INCLUDE THESE POSSIBILITIES I.E. RENT COST WILL BE
REDUCED ACCORDINGLY IF COMMERCE WILL AGAIN HAVE LAST MINUTE
CONSTRUCTION CHANGES WHICH ARE CASUED BY INCORRECT INFORMATION
FROM THE FAIR AUTHORITIES. COMMERCE RECOMMENDS THAT BOTHT THE
DUSEX AND D. O. JOIN THE COMAFF REPRESENTATIVE AT A MEETING
WITH FAIR AUTHORITIES TO DISCUSS ABOVE POINTS. IT IS
UNDERSTOOD THAT THE FAIR AUTHORITIES DO NOT ASSIGN SPACE
UNTIL THE FALL OF 1975, HOWEVER IT IS SUGGESTED THAT SPACE
OPTION AND LOCATION BE REGISTERED WITH FAIR AUTHORITIES AT
THIS TIME SO THEY WILL KEEP THIS IN MIND WHEN EVENTUALLY
ASSIGNING SPACE. REQUEST COMAFF OBTAIN FROM FAIR AUTHORITIES
A WRITTEN CONFIRMATION AT NO-COST SPACE OPTION FOR BOOTH
EXHIBIT AT COMPOSANTS '76. THE D.O. VERY EXPERIENCED IN
DETERMINING FLOOR-PLAN ARRANGEMENTS AND SPACE REQUIREMENTS
FOR THIS SIZE EXHIBITION AND SHOULD DEFINITELY ATTEND MEETING
IF TRAVEL SCHEDULE PERMITS.
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